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CERTIFIED  
CORPORATE HOUSING  
PROFESSIONAL  
CERTIFICATION EXAMINATION

***2015 TESTING PERIODS***

Application Deadline: January 2, 2015

Testing Begins: Saturday, February 14, 2015

Testing Ends: Saturday, February 28, 2015

Application Deadline: August 1, 2015

Testing Begins: Saturday, September 12, 2015

Testing Ends: Saturday, September 26, 2015



CORPORATE HOUSING  
PROVIDERS ASSOCIATION



PROFESSIONAL TESTING CORPORATION®

1350 BROADWAY 17th FLOOR NEW YORK, NEW YORK 10018.  
WWW.PTCNY.COM

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This handbook contains necessary information about the Certified Corporate Housing Professional Certification Examination. Please retain it for future reference. Candidates are responsible for reading these instructions carefully. This handbook is subject to change.

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## CERTIFICATION

The Corporate Housing Providers Association (CHPA) endorses the concept of voluntary, periodic certification by examination for all corporate housing professionals. Certification is one part of a process called credentialing. It focuses specifically on the individual and is an indication of current competency in a specialized area of practice.

The Certified Corporate Housing Professional (CCHP) certification exemplifies competence and professionalism in the corporate housing industry. To become CCHP certified, candidates must pass a 100-question, multiple-choice examination. The examination draws on practical application and operational knowledge of the corporate housing industry in three areas: Operations, Financial Management, and Marketing and Sales. The knowledge and skill bases for the questions on the multiple-choice examination are derived from the actual practice of corporate housing professionals. A successful candidate will draw on personal experience, industry terminology, association webinar/educational offerings, and reference articles to prepare for and pass the examination.

## PURPOSES OF CERTIFICATION

To establish competency in corporate housing by:

1. Providing a standard of knowledge in corporate housing required for certification.
2. Recognizing formally those individuals who meet the eligibility requirements of the Corporate Housing Providers Association and pass the CHPA Certified Corporate Housing Professional Certification Examination.
3. Enhancing the public image of the corporate housing professional industry.
4. Emphasizing and encouraging lifelong learning among corporate housing professionals so that they might expand their knowledge and expertise in the industry.

## ELIGIBILITY REQUIREMENTS

1. Hold a high school diploma or GED.
2. Have a minimum of 2 years experience in the corporate housing or related industry (ex: hotels, property management, real estate, relocation).
3. Complete, sign, and return the Application (including the CHPA Code of Ethics Statement) and pay the required fee.

## ADMINISTRATION

The Certification Program is sponsored by the Corporate Housing Providers Association (CHPA). CHPA is the only trade association dedicated to the corporate housing industry. The Certified Corporate Housing Professional Certification Examination is administered by the Professional Testing Corporation (PTC), 1350 Broadway, 17th Floor, New York, New York 10018, (212) 356-0660, [www.ptcnyc.com](http://www.ptcnyc.com). Questions concerning the examination should be referred to PTC. All other questions should be directed to CHPA, (317) 328-4631, fax (317) 280-8527, e-mail [info@chpaonline.org](mailto:info@chpaonline.org).

## ATTAINMENT OF CERTIFICATION AND RECERTIFICATION

Eligible candidates who pass the Certified Corporate Housing Professional Certification Examination are entitled to use the designation CCHP after their names and will receive certificates from the Corporate Housing Providers Association. A registry of Certified Corporate Professionals will be maintained by the CHPA and may be reported in its publications.

Certified Corporate Housing Professional Certification is recognized for a period of three years at which time the candidate must have met at least one of the following requirements:

1. Earn 24 CEUs every three years. Visit [www.chpaonline.org](http://www.chpaonline.org) for detailed information regarding accepted CEUs.
2. Take and pass the Certified Corporate Housing Professional Certification Examination in effect at that time.

Inquiries about recertification should be directed to CHPA <http://www.chpaonline.org/about-chpa/cchp-recertification-information/>

## REVOCATION OF CERTIFICATION

Certification may be revoked for any of the following reasons:

1. Falsification of an Application.
2. Misrepresentation of certification status.

An appeal mechanism exists for challenging revocation of certification. It is the responsibility of the individual to initiate this process.

## APPLICATION PROCEDURE

Obtain additional copies of the Handbook for Candidates and Applications for the Certified Corporate Housing Professional Certification Examination from the Professional Testing Corporation, 1350 Broadway - 17th Floor, New York, NY 10018, (212) 356-0660, [www.ptcny.com](http://www.ptcny.com).

Read and follow the directions on the Application and in this Handbook for Candidates.

## COMPLETION OF APPLICATION

Complete or fill in as appropriate ALL information requested on the Application. Mark only one response unless otherwise indicated.

**NOTE:** *The name you enter on your application must match exactly the name listed on your current, government-issued photo ID such as driver's license or passport. Do not use nicknames or abbreviations.*

**CANDIDATE INFORMATION:** Starting at the top of the Application, print your name, address, daytime phone number, evening phone number, e-mail address, and employer in the appropriate row of empty boxes. Also, indicate your choice of testing period.

**ELIGIBILITY AND BACKGROUND INFORMATION:** All questions must be answered. Mark only one response unless otherwise indicated.

**OPTIONAL INFORMATION:** These questions are optional. The information requested is to assist in complying with equal opportunity guidelines and will be used only in statistical summaries. Such information will in no way affect your test results.

**CANDIDATE SIGNATURE:** When you have completed all required information, sign and date the Application in the space provided.

Fold the completed Application. Mail the Application with the appropriate fee (see FEES below) in time to be received by the deadline shown on the cover of this Handbook to:

**Corporate Housing Providers Association  
Attention: CHPA Certification Examination  
9100 Purdue Road, Suite 200  
Indianapolis, IN 46268**

**Applications may also be faxed to (317) 280-8527 or scanned and e-mailed to [info@chpaonline.org](mailto:info@chpaonline.org).**

## FEES

Application fees for the Certified Corporate Housing Professional Certification Examination:

CHPA Member .....	\$ 500.00
Non-Member .....	\$ 600.00
Retake Fee.....	\$ 200.00

Visa, MasterCard, American Express, money order, cashier's check, or personal check are accepted. Please complete and sign the credit card payment form on the application or make check payable to Corporate Housing Providers Association (CHPA).

NOTE: Fee is non-refundable and MUST be submitted with your completed Application.

## REFUNDS

Candidate Deferral Policy:

- Candidates select a specific testing period upon application.
- A candidate may defer to the next following testing opportunity one (1) time.
- If a candidate does not sit for the examination in one of two testing periods, then they forfeit their entire application fee.
- After forfeiture, a candidate must reapply for the certification examination.

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## EXAMINATION ADMINISTRATION

The CHPA Certified Corporate Housing Professional Certification is administered during an established two-week testing period on a daily basis, Monday through Saturday, excluding holidays, at computer-based testing facilities managed by PSI Computer Testing, Inc. PSI has several hundred testing sites in the United States, as well as Canada. Scheduling is done on a first-come, first-serve basis. To find a testing center near you visit: <http://www.ptcny.com/cbt/sites.htm> or call PSI at (800) 733-9267. Please note: Hours and days of availability vary at different centers. **You will not be able to schedule your examination appointment until you have received an Eligibility Notice from PTC.** Eligibility Notices are emailed to candidates within 6 weeks of the first day of the testing window. If you do not receive your Eligibility Notice three weeks before the beginning of the testing period, please contact PTC so the notice can be resent.

### ONLINE TUTORIAL

A Tutorial and a Testing Software Demonstration can be viewed online.

- Go to <http://www.ptcny.com/cbt/demo.htm>

This online Tutorial can give you an idea about the features of the testing software.

## SCHEDULING YOUR EXAMINATION APPOINTMENT

Once your Application has been received and processed, and your eligibility verified, you will receive correspondence from CHPA acknowledging receipt and approval of your Application.

Within 6 weeks prior to the first day of the testing window, you will be sent an Eligibility Notice from PTC via email. The Eligibility Notice is needed for the following:

1. The Eligibility Notice will indicate how the candidate can schedule the examination appointment as well as the dates during which testing is available. Appointment times are first-come, first-serve, so the candidate should schedule the appointment as soon as the Eligibility Notice is received in order to maximize the chance of testing at a preferred location and on a preferred date. It is the candidate's responsibility to call PSI to schedule the exam appointment.
2. A paper copy of your Eligibility Notice plus **your current, government-issued photo identification, such as a driver's license or passport** must be presented in order to gain admission to the testing center.

A candidate not receiving an Eligibility Notice at least three weeks before the beginning of the testing period should contact the Professional Testing Corporation by telephone at (212) 356-0660 so the notice can be sent to the candidate's fax number. Please ensure you enter your correct email address and fax number on the application.

After you make your test appointment, PSI will send you a confirmation email with the date, time, and location. Please check this confirmation carefully for the correct date, time, and location. Contact PSI at (800) 733-9267 if you do not receive this email confirmation or if there is a mistake with your appointment.

- **It is your responsibility as the candidate to call PSI to schedule the examination appointment.**
- **It is highly recommended that you become familiar with the testing site prior to the test date.**
- **Arrival at the testing site at the appointed time is the responsibility of the candidate. Please plan for weather, traffic, parking, and any security requirements that are specific to the testing location. Late arrival may prevent you from testing.**

## SPECIAL NEEDS

Special testing arrangements may be made for special needs individuals submitting the Application, examination fee, and a completed and signed Request for Special Accommodations Form, available from [www.ptcny.com](http://www.ptcny.com) or by calling PTC at (212) 356-0660. Requests for special testing needs individuals must be received at least EIGHT weeks before the testing period begins.

Please notify PTC at least two weeks prior to your test appointment if you need to bring a service dog, medicine, food or beverages needed for a medical condition with you to the test center.

## CHANGING YOUR EXAMINATION APPOINTMENT

If you need to cancel your examination appointment or reschedule to a different date within the two-week testing period, you must contact PSI at (800) 733-9267 no later than noon, Eastern Standard Time, of the second business day PRIOR to your scheduled appointment. PSI does not have the authority to authorize refunds or transfers to another testing period.

If you fail to arrive for your appointment or cancel without giving the required notice, you will forfeit your testing fee.

## RULES FOR THE EXAMINATION

1. Electronic devices, including but not limited to laptop computers, tablets, cell phones, smartphones, pagers, Bluetooth type devices, MP3 players (iPod), cameras, and voice recorders cannot be used during the examination.
2. No books, papers, or reference materials may be taken into the examination room or removed from the testing room.
3. Simple, nonprogrammable calculators are permitted with the exception of calculators that are part of cellular phones, blackberries, etc. A calculator is also available on screen if needed.
4. No questions concerning content of the examination may be asked during the examination session. The candidate should read carefully the directions that are provided on screen at the beginning of the examination session.
5. Candidates are prohibited from leaving the testing room while their examination is in session, with the sole exception of going to the restroom.

Violation of any of the rules listed above may lead to forfeiture of fees, dismissal from testing room, and cancellation of your test scores.

## REPORT OF RESULTS

Candidates will receive unofficial, instant score reports after completion of the examination. Candidates are not eligible to use the CCHP credential until their official score report is received. Within four weeks of the end of the testing period candidates will receive their official score reports in the mail. Scores on the major areas of the examination and on the total examination will be reported. Successful candidates will also receive certificates from CHPA.

## REEXAMINATION

Candidates that do not pass the exam after three attempts must wait a minimum of one year before sitting for the examination again. A new Application and the retake fee must be submitted.

## CONFIDENTIALITY

1. The Professional Testing Corporation will release the individual test scores in writing ONLY to the individual candidate.
2. Any questions concerning test results should be referred to the CHPA or the Professional Testing Corporation.

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## CONTENT OF EXAMINATION

1. The Certified Corporate Housing Professional Certification Examination is a computer-based examination composed of a maximum of 100 multiple-choice, objective questions with a total testing time of two (2) hours.
2. The content for the examination is described in the Content Outline starting on page 7.
3. The questions for the examination are obtained from individuals with expertise in corporate housing and are reviewed for construction, accuracy, and appropriateness by the CHPA.
4. References that may be of some help in preparing for the examination may be found in the CHPA Study Tips provided by CHPA upon completed application.
5. CHPA, with the advice and assistance of the Professional Testing Corporation, prepares the examination.
6. The Certified Corporate Housing Professional Certification Examination will be weighted in approximately the following manner:
  - I. Operations.....37%
  - II. Financial Management.....26%
  - III. Marketing and Sales.....37%



## CONTENT OUTLINE

- I. Operations (37%)
  - A. Business Strategy
    - 1. Philosophy
    - 2. Standard Operating Procedures
    - 3. Current Community and Association Activities
    - 4. Strategic Planning
      - a. Goals
      - b. Budgeting
      - c. Marketing
      - d. Mission and Vision Statements
  - B. Product and Inventory Flow
    - 1. Leasing
      - a. Standard Practices
      - b. Other
    - 2. Financial Goals/Applying "Demand to Supply"
    - 3. Communicating Information to Sales and Operations
    - 4. Apartment Inventory Control
  - C. Ethics and Legal
    - 1. Corporate Housing Association Code of Ethics
    - 2. PCI Compliance
    - 3. Fair Housing
    - 4. Taxes
    - 5. Interpreting Apartment Community Lease Documents
  - D. Data System
    - 1. Personal Computer Functions
    - 2. Recordkeeping Systems
    - 3. Information Technology
      - a. CRM
      - b. Property Management Software
      - c. Accounting Packages
  - E. Management of Guest Services
    - 1. Daily Schedules
    - 2. Customer Service Standards
    - 3. Apartment Content Inventory (furniture, house wares, utilities, etc.)
    - 4. Housekeeping Procedures (weekly or biweekly housekeeping, turn cleans, final cleans, etc.)
    - 5. Apartment Set-Up and Tear Down Procedures
    - 6. Resident Arrival and Departure Procedures
    - 7. Emergency Response Procedures
      - a. Bed Bugs
      - b. Other
  - F. Employee Human Resources Policy and Legal Requirements
    - 1. Legal Hiring Requirements
    - 2. Hiring Guidelines
    - 3. Training Procedures
- II. Financial Management (26%)
  - A. Financial Statements
    - 1. Profit/Loss Statements
    - 2. Daily Financial Reports
    - 3. Budgeting Process
    - 4. Occupancy, Rate, and Profitability Calculations
  - B. Financial Reports
    - 1. Future Expense and Revenue Projections
    - 2. Historical Expense and Revenue Data
    - 3. Acceptable Accounting Principles
    - 4. Strategic Business Goals
  - C. Cash Flow Management
    - 1. Accounts Receivable Process
    - 2. Accounts Payable Process
    - 3. Standard Collection System
    - 4. Auditing Information for Accuracy
    - 5. Posting Money into Correct Accounts

- 
- III. Marketing and Sales (37%)
    - A. Market and Industry Awareness
      - 1. Consumer and Company Trends
      - 2. Comparing Competitive Bids
      - 3. Demographics
        - a. Generations X, Y, Baby Boomers
        - b. Geographic
      - 4. Competitive Market Analysis
      - 5. Government
      - 6. Relocation
      - 7. Insurance
    - B. Strategic Sales Plan
      - 1. Communicating and Projecting Corporate Image
      - 2. Business Development
      - 3. Client Retention
      - 4. Standard Selling Procedures
      - 5. Budgets
    - C. Increasing Profitability
      - 1. Sales Goals
      - 2. Performance Level
      - 3. Price Strategy
      - 4. Vacancy Management
    - D. Cultivation of Relationships
      - 1. Sales Cycle and Components
      - 2. Developing New Markets
      - 3. Understanding Corporate Culture
      - 4. Client
    - E. Website/Social Media/Advertising
      - 1. Pay Per Click
      - 2. Organic Searching
      - 3. Search Engine Optimization (SEO)
      - 4. Market Share
      - 5. Facebook
      - 6. LinkedIn
      - 7. GDS

## SAMPLE EXAMINATION QUESTIONS

In the following questions, choose the one best answer.

- 
- 1. Which of the following is a protected class under the Fair Housing Act of 1968?
    - 1. Race
    - 2. Income
    - 3. Marital status
    - 4. Bankruptcy status

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  - 2. The amount spent on property rent can be found on the
    - 1. budget report.
    - 2. balance sheet.
    - 3. occupancy report.
    - 4. profit and loss statement.

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  - 3. What is the objective of an initial sales appointment?
    - 1. Meet the client
    - 2. Present as much information about product and service as possible
    - 3. State ability to meet or beat any prices received from the competitors
    - 4. Uncover the corporate housing needs of the client to be prepared with a solution for the second meeting

CORRECT ANSWERS TO SAMPLE QUESTIONS

1. 1; 2. 4; 3. 4

## REFERENCES

The following references may be of some help in preparing for the examination, especially in areas in which candidate have limited experience or knowledge. The list does not attempt to include all acceptable references, nor is it suggested that the CHPA Certified Corporate Housing Professional Certification Examination is necessarily based on these references.

### Operations Domain

- Fair Credit Act - <http://www.ftc.gov/bcp/edu/pubs/consumer/credit/cre16.shtm>
- Fair Debt Collection Practices Act- <http://www.ftc.gov/os/statutes/fdcpajump.shtm>
- PCI Compliance - <https://www.pcisecuritystandards.org/>
- Dun & Bradstreet Glossary of Terms <https://www.dnb.com/faq/glossary.htm>

Fair Housing Booklet – available on CHPA website

- Fair Housing online resources:
  - <http://www.fairhousingblog.com/2010/04/fair-housing-month-download-free-hud.html>
  - [http://portal.hud.gov/hudportal/documents/huddoc?id=DOC\\_11868.pdf](http://portal.hud.gov/hudportal/documents/huddoc?id=DOC_11868.pdf)
  - [http://portal.hud.gov/hudportal/documents/huddoc?id=DOC\\_11869.pdf](http://portal.hud.gov/hudportal/documents/huddoc?id=DOC_11869.pdf)

ADA Amendment Law – <http://www.ada.gov/publicat.htm>

### GAAP Principles

- <http://cpaclass.com/gaap/gaap-us-01a.htm>
- <http://accountingstudy.com/accounting-courses/financial-accounting-terms-dictionary/accounting-terms-dictionary-definitions.htm>

### Financial Domain

#### Collections Laws

- General resources for business owners:
  - <http://www.inc.com/encyclopedia/debt-collection.html>
  - <http://www.nolo.com/legal-encyclopedia/business-debt-collection-29910.html>
  - The FTC administers the Fair Debt Collection Practices Act. This website takes a consumer protection approach and is helpful for telling business owners what they should not do: <http://www.ftc.gov/os/statutes/fdcpajump.shtm>.
- Label, W. (2006). Accounting for Non-Accountants: The Fast and Easy Way to Learn the Basics. Sourcebooks, Inc.

### Marketing & Sales

- GSA Reference – [www.gsa.gov](http://www.gsa.gov)
- Per Diem resource for GSA: <http://www.gsa.gov/portal/category/21287>
- U.S. Government Per Diem FAQs: <http://www.gsa.gov/portal/content/104208#1>

Some comparable legal references for international candidates context are:

Federal Fair Housing Act = United Kingdom - Tenant Discrimination Act = Canada - Residential Tenancies Act (Part II)

## All Domains - CHPA Webinars

- *Top 5 Online Marketing Steps You Must Take for 2015* (2014)
- *Think You Know Fair Housing? Guess Again!* (2014)
- *New Data Before It's Released: 2014 Corporate Housing Industry Report* (2014)
- *Fair Housing Facts: 10 Things You Need to Know*, **Anne Sadovsky** (2013)
- *The New Era of Credit Card Processing*, **Dave Crooks & Regina Ebert** (2013)
- *Medical Travel and the Corporate Housing Industry*, **Bill Todd** (2012)
- *If You're in Corporate Housing, You ARE in Politics*, **Joe Crosby and Rachel Arnold** (2012)
- *Understanding Your Company's Value Proposition*, **Dave Stevens** (2012)
- *Sneak Peek: The Corporate Housing Industry Report 2012*, **Mark Skinner** (2012)
- *Winning at the Mind Game of Selling*, **Terri Novell** (2012)
- *What's Happening in Fair Housing*, **Anne Sadovsky** (2012)
- *Selling Value, Not Price*, **Barry Maher** (2011)
- *How to Find Prospects and Opportunities*, **Kelly Regan** (2011)
- *Really Understand Your Business Financials*, **John Crook** (2011)
- *Bed Bug Procedures: Communicating Difficult Messages to Clients*, **Kelly Regan** (2011)
- *Maximizing Rates while Staying Competitive*, **Kelly Regan and Gavan James** (2011)
- *Social Media: Secret Weapon for SEO*, **Michael Reynolds** (2011)
- *How to win over 21% of new clients*, **Bill Todd** (2011)
- *Powerful Tools to Fine Tune Your Operations*, **Rae Ann Dougherty** (2010)
- *Time to Rethink Your Time: Prioritizing for Profit and Fun - Part 2*, **Terri Norvell** (2010)
- *Time to Rethink Your Time: Prioritizing for Profit and Fun - Part 1*, **Terri Norvell** (2010)
- *Marketing for Success in a Troubled Economy*, **Mandy Kolesik** (2009)
- *Sales Basics for Success*, **Elaine Quiroz** (2008)
- *Financial Management*, **Jon Daniels** (2008)
- *Don't let the Courtroom be your Classroom*, **Anne Sadovsky** (2008)

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## ANNOUNCING THE ONLINE PRACTICE TEST IN CORPORATE HOUSING

- WHAT IS IT** A practice test consisting of 25 questions with a testing time of 1 hour taken over the Internet.
- WHY TAKE IT** To experience taking a computerized exam, to review an example of the type of content included in the Certified Corporate Housing Professional Certification Examination, and to learn more about question format, style, and level of difficulty.
- SCORE REPORT** After completing the online practice test, you will receive an instant score report showing test performance in each of the content areas. The score report does not provide correct answers or indicate which questions were answered correctly and incorrectly. Once the practice test is scored, you cannot return to the test to review the questions.
- NOTE:** Performance on the online practice test may differ from actual performance on the Certification Examination. Thus, there is no guarantee that taking this practice test will help you pass the Certification Examination. Participants may, however, find it helpful to review content in any areas of weakness indicated on the score reports prior to taking the Certification Examination.
- CONTENT INCLUDED**
- I. Operations
  - II. Financial Management
  - III. Marketing and Sales
- FEE** The online practice exam is included in the application fee and is available free of charge to candidates. If you are interested in taking the sample exam only, the fee is \$50 payable by credit card only. ***Please note: There is only one version of the practice exam available; questions will be the same if you take the practice exam more than once.***
- HOW TO APPLY** Go to <https://secure.ptcny.com/webtest> and follow directions on how to apply online.
- FURTHER INFO** Visit [www.ptcny.com](http://www.ptcny.com) or call Professional Testing Corporation at 212-356-0660.